

ABSTRACT OF THE DISCLOSURE

An SFA server stores transaction information representing the contents of each of a plurality of business transactions for providing customers with commodities and including the expected sales of the commodities in each of the transactions in a customer database. The SFA server also stores progress information representing that each of the plurality of the transactions has reached one of a plurality of stages each indicating a progress level of the transaction, in association with the transaction information. An SCM server estimates a future demand for the commodities, based on the transaction information and the progress information associated with the transaction information.